



Mr. Jonathan Markwell  
Regeneration and Planning  
Development Management  
Town Hall  
Judd Street  
London  
WC1H 8ND

Dear Mr Markwell

REF: P2013/1566/L  
108 St. Pancras Way, London, NW1 9NB

I refer to your Decision dated 3<sup>rd</sup> September 2013 **Condition 7** shop front design

Upon studying and surveying the previously existing shop front on the site of 108 St. Pancras Way we have evaluated the most valuable and original elements of the façade. Please note we have distinguished 4 major elements that make up the complete shop front.

1. Front Elevation (St Pancras Way Elevation).
2. Side Elevation (Wilmot Place Elevation)
3. Door
4. Facia

Our study of what had existed previously shows the front elevation of a simple 6 paned glazed shop front arranged as 3 pairs over 3. The mullions were of a heavier material to those of the transoms. The transoms cut the windows halfway and a quarter way up the windows. The top of the frame was completely off square. The window was flanked by unmoulded pilasters. The stall riser below was plain with no fenestration.

To the side elevation there was a considerable difference to the window fenestration. The glazing was broken into 4 panels with a heavy transom and a light mullion in complete

Chartered Architects    Interior Designers

The Studio  
Partingdale Lodge  
Partingdale Lane  
London NW7 1NS

t: 020 8349 3345  
e: jrpa@johnroweparr.co.uk

contrast to the front elevation. It is also flanked by unmoulded pilasters and a plain stall riser below.

The fascia extended out beyond the main building line and forms one continuous curved element from the front to the side elevation. A simple cornice above with a lead flashing to finish.

The door on the corner has a simple fanlight above with poor quality solid timber double doors.

On investigation of the shop front in its entirety we have concluded that the only original features that still remained were the stallriser, pilasters, fascia and cornice. The glazed panels between were evidently changed in the latter 20<sup>th</sup> century probably piecemeal and does not address the corner of the terrace adequately. Its disjointed window fenestration does not lend itself to the contiguous building elevation of St Pancras way.

We propose to reinstate as much of the original shop front as possible. Our design incorporates the simple pilasters flanking each window as well as the stall risers below. Above the fascia will be reinstated curving gently around the corner from St. Pancras way to Wilmot place.

Our only design change is to create a more sympathetic window fenestration to each elevation including the door. The front Elevation will consist of 15 panes made up of 3 vertical and 5 horizontal. The Side elevation has a similar composition and the panels with same dimensions as the front elevation. It is made up of 12 panels, 3 horizontal and 4 vertical.

The door will also be made up of 6 panels of glass with a simple plinth below to create the impression of a door thus creating the desired effect of a shop front.

The New design is our answer to consolidating the whole shop front. It reinstates the book-end the shop creates along St. Pancras.

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I trust that you find our design in keeping with the street and look forward to your favourable reply. The attached drawings show our proposal. On your approval we will issue the relevant authorities with the necessary details.

Yours Sincerely

John Rowe-Parr

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